



WKMG

ORDER

Flight Dates 10/30/12-11/05/12

Contract / Revision 253822 /
Original Date / Revision 07/11/12 08/28/12
Advertiser POL/American Crossroads

Agency Crossroads Media, LLC
Buying Contact
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Product AMERICAN CROSSROADS

Agency Com 15%
Billing Contact

66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Sales Office PHI
Sales Region NAT
Agency Ref

Order Sep 00:15:00
Estimate # 694
Alt Order # 06229235
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A35+
Rev Codes AGY POL ISSUE
Product Codes PL-Issue
Priority P-3
Advertiser Ref

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 81750

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	56	\$69,487.50	\$81,750.00	0.00	10/29/12	11/05/12	56	\$69,487.50	\$81,750.00
Totals	56	\$69,487.50	\$81,750.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WKMG	11/05/12	11/05/12	Morn News at 5a Morn News at 5a	CM	5-530a	1-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1				\$350.00		0.00			
N 2	WKMG	10/30/12	10/30/12	Morn News at 5a Morn News at 5a	CM	5-530a	-1-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-----		1				\$350.00		0.00			
N 3	WKMG	10/31/12	10/31/12	Morn News at 5a Morn News at 5a	CM	5-530a	--1----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--1----		1				\$350.00		0.00			
N 4	WKMG	11/01/12	11/01/12	Morn News at 5a Morn News at 5a	CM	5-530a	---1---	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/01/12	11/07/12	---1---		1				\$350.00		0.00			



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Print Date: 08/30/12

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Flight Dates 10/30/12-11/05/12

Hiatus Dates

Original Date / Revision 07/11/12/ 08/28/12

Order Sep 00:15:00

Advertiser POL/American Crossroads Product AMERICAN CROSSROADS Estimate # 694

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WKMG	11/01/12	11/01/12	Morn News at 5a Morn News at 5a	CM	5-530a	---1---	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---1---					1	\$350.00		0.00			
N 5	WKMG	11/02/12	11/02/12	Morn News at 5a Morn News at 5a	CM	5-530a	----1--	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----1--					1	\$350.00		0.00			
N 6	WKMG	11/05/12	11/05/12	Morn News at 530a Morn News at 530a	CM	530-6a	1-----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----					1	\$500.00		0.00			
N 7	WKMG	10/30/12	10/30/12	Morn News at 530a Morn News at 530a	CM	530-6a	-1-----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-----					1	\$500.00		0.00			
N 8	WKMG	10/31/12	10/31/12	Morn News at 530a Morn News at 530a	CM	530-6a	--1----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--1----					1	\$500.00		0.00			
N 9	WKMG	11/01/12	11/01/12	Morn News at 530a Morn News at 530a	CM	530-6a	---1---	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---1---					1	\$500.00		0.00			
N 10	WKMG	11/02/12	11/02/12	Morn News at 530a Morn News at 530a	CM	530-6a	----1--	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----1--					1	\$500.00		0.00			
N 11	WKMG	11/05/12	11/05/12	Morn News at 6a Morn News at 6a	CM	6-7a	1-----	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----					1	\$600.00		0.00			
N 12	WKMG	10/30/12	10/30/12	Morn News at 6a Morn News at 6a	CM	6-7a	-1-----	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-----					1	\$600.00		0.00			
N 13	WKMG	10/31/12	10/31/12	Morn News at 6a Morn News at 6a	CM	6-7a	--1----	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--1----					1	\$600.00		0.00			
N 14	WKMG	11/01/12	11/01/12	Morn News at 6a Morn News at 6a	CM	6-7a	---1---	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---1---					1	\$600.00		0.00			
N 15	WKMG	11/02/12	11/02/12	Morn News at 6a Morn News at 6a	CM	6-7a	----1--	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----1--					1	\$600.00		0.00			
N 16	WKMG	11/05/12	11/05/12	CBS This Morning The Early Show	CM	7-9a	1-----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----					1	\$450.00		0.00			



WKMG

Print Date: 08/30/12

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Contract / Revision

253822

Flight Dates 10/30/12-11/05/12

Hiatus Dates

Original Date / Revision 07/11/12/ 08/28/12

Order Sep 00:15:00

Advertiser **POL/American Crossroads** Product **AMERICAN CROSSROADS** Estimate # **694**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 16	WKMG	11/05/12	11/05/12	CBS This Morning The Early Show	CM	7-9a	1-----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	1-----	1		\$450.00		0.00						
N 17	WKMG	10/30/12	10/30/12	CBS This Morning The Early Show	CM	7-9a	-1-----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
Week:		10/29/12	11/04/12	-1-----	1		\$450.00		0.00						
N 18	WKMG	10/31/12	10/31/12	CBS This Morning The Early Show	CM	7-9a	--1----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
Week:		10/29/12	11/04/12	--1----	1		\$450.00		0.00						
N 19	WKMG	11/01/12	11/01/12	CBS This Morning The Early Show	CM	7-9a	---1---	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
Week:		10/29/12	11/04/12	---1---	1		\$450.00		0.00						
N 20	WKMG	11/02/12	11/02/12	CBS This Morning The Early Show	CM	7-9a	----1--	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
Week:		10/29/12	11/04/12	----1--	1		\$450.00		0.00						
N 21	WKMG	11/05/12	11/05/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	1-----	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
Week:		11/05/12	11/11/12	1-----	1		\$600.00		0.00						
N 22	WKMG	10/30/12	10/30/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	-1-----	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
Week:		10/29/12	11/04/12	-1-----	1		\$600.00		0.00						
N 23	WKMG	11/01/12	11/01/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	---1---	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
Week:		10/29/12	11/04/12	---1---	1		\$600.00		0.00						
N 24	WKMG	10/31/12	10/31/12	News at 5p News at 5p	CM	5-530p	--1----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
Week:		10/29/12	11/04/12	--1----	1		\$700.00		0.00						
N 25	WKMG	11/01/12	11/01/12	News at 5p News at 5p	CM	5-530p	---1---	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
Week:		10/29/12	11/04/12	---1---	1		\$700.00		0.00						
N 26	WKMG	11/02/12	11/02/12	News at 5p News at 5p	CM	5-530p	----1--	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
Week:		10/29/12	11/04/12	----1--	1		\$700.00		0.00						
N 27	WKMG	11/05/12	11/05/12	News at 6p News at 6p	CM	6-630p	1-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
Week:		11/05/12	11/11/12	1-----	1		\$800.00		0.00						
N 28	WKMG	10/30/12	10/30/12	News at 6p News at 6p	CM	6-630p	-1-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
Week:		10/29/12	11/04/12	-1-----	1		\$800.00		0.00						
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						



WKMG

Print Date: 08/30/12

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Contract / Revision

253822

Flight Dates 10/30/12-11/05/12

Hiatus Dates

Original Date / Revision 07/11/12/ 08/28/12

Order Sep 00:15:00

Advertiser **POL/American Crossroads** Product **AMERICAN CROSSROADS** Estimate # **694**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 28	WKMG	10/30/12	10/30/12	News at 6p News at 6p	CM	6-630p	-1-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-----					1	\$800.00		0.00			
N 29	WKMG	10/31/12	10/31/12	News at 6p News at 6p	CM	6-630p	--1----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--1----					1	\$800.00		0.00			
N 30	WKMG	11/01/12	11/01/12	News at 6p News at 6p	CM	6-630p	---1---	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---1---					1	\$800.00		0.00			
N 31	WKMG	11/02/12	11/02/12	News at 6p News at 6p	CM	6-630p	----1--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----1--					1	\$800.00		0.00			
N 32	WKMG	11/05/12	11/05/12	CBS Evening News CBS Eve News	CM	630-7p	1-----	:30	1	\$1,500.00	P-3	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----					1	\$1,500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	11/05/12-11/11/12		CBS Evening News		630-7p	M-----	:30		(\$1,500.00)		0.00	NM		
See MG 32.2,32.3 [Oversold]															
2	WKMG	10/30/12-11/02/12		Morn News at 6a		6-7a	-TWThF----	:30		\$750.00		0.00	NM		
Ⓜ MG for 32.1 11/05															
3	WKMG	10/30/12-11/02/12		Morn News at 6a		6-7a	-TWThF----	:30		\$750.00		0.00	NM		
Ⓜ MG for 32.1 11/05															
N 33	WKMG	10/30/12	10/30/12	CBS Evening News CBS Eve News	CM	630-7p	-1-----	:30	1	\$1,500.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-----					1	\$1,500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	10/29/12-11/04/12		CBS Evening News		630-7p	-T-----	:30		(\$1,500.00)		0.00	NM		
See MG 35.2,35.3 [Oversold @ input]															
N 34	WKMG	10/31/12	10/31/12	CBS Evening News CBS Eve News	CM	630-7p	--1----	:30	1	\$1,500.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--1----					1	\$1,500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	10/29/12-11/04/12		CBS Evening News		630-7p	--W-----	:30		(\$1,500.00)		0.00	NM		
See MG 34.2 [Oversold]															
2	WKMG	11/05/12-11/05/12		M-F 11p News		11-1135p	M-----	:30		\$3,000.00		0.00	NM		
Ⓜ MG for 36.1,34.1															
N 35	WKMG	11/01/12	11/01/12	CBS Evening News CBS Eve News	CM	630-7p	---1---	:30	1	\$1,500.00	P-3	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---1---					1	\$1,500.00		0.00			



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Advertiser **POL/American Crossroads** Product **AMERICAN CROSSROADS** Estimate # **694**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N35	WKMG	11/01/12	11/01/12	CBS Evening News CBS Eve News	CM	630-7p	---1---	:30	1	\$1,500.00	P-3	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---1---	1		\$1,500.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	10/29/12-11/04/12		CBS Evening News		630-7p	---Th-----	:30		(\$1,500.00)		0.00	NM		
See MG 35.2,35.3															
[LUR]															
2	WKMG	10/30/12-11/04/12		News at 7p		7-7:30p	-TWThF----	:30		\$1,500.00		0.00	NM		
Ⓜ MG for 33.1,35.1															
3	WKMG	10/30/12-11/04/12		News at 7p		7-7:30p	-TWThF----	:30		\$1,500.00		0.00	NM		
Ⓜ MG for 33.1,35.1															
N36	WKMG	11/02/12	11/02/12	CBS Evening News CBS Eve News	CM	630-7p	----1--	:30	1	\$1,500.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----1--	1		\$1,500.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	10/29/12-11/04/12		CBS Evening News		630-7p	-----F----	:30		(\$1,500.00)		0.00	NM		
See MG 34.2															
[Oversold]															
N37	WKMG	11/05/12	11/05/12	News at 7p News at 7p	CM	7-7:30p	1-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	1-----	1		\$1,000.00		0.00						
N38	WKMG	10/30/12	10/30/12	News at 7p News at 7p	CM	7-7:30p	-1-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-1-----	1		\$1,000.00		0.00						
N39	WKMG	10/31/12	10/31/12	News at 7p News at 7p	CM	7-7:30p	--1----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--1----	1		\$1,000.00		0.00						
N40	WKMG	11/01/12	11/01/12	News at 7p News at 7p	CM	7-7:30p	---1---	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---1---	1		\$1,000.00		0.00						
N41	WKMG	11/02/12	11/02/12	News at 7p News at 7p	CM	7-7:30p	----1--	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----1--	1		\$1,000.00		0.00						
N42	WKMG	11/05/12	11/05/12	M-F 11p News M-F 11p News	CM	11-1135p	1-----	:30	1	\$1,750.00	P-3	0.00	NM	1	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	1-----	1		\$1,750.00		0.00						
N43	WKMG	10/30/12	10/30/12	M-F 11p News M-F 11p News	CM	11-1135p	-1-----	:30	1	\$1,750.00	P-3	0.00	NM	1	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-1-----	1		\$1,750.00		0.00						
N44	WKMG	10/31/12	10/31/12	M-F 11p News M-F 11p News	CM	11-1135p	--1----	:30	1	\$1,750.00	P-3	0.00	NM	1	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						



WKMG

Print Date: 08/30/12

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Contract / Revision

253822

Flight Dates 10/30/12-11/05/12

Hiatus Dates

Original Date / Revision 07/11/12/ 08/28/12

Order Sep 00:15:00

Advertiser **POL/American Crossroads** Product **AMERICAN CROSSROADS** Estimate # **694**

													Totals				
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount			
N 44	WKMG	10/31/12	10/31/12	M-F 11p News M-F 11p News	CM	11-1135p	--1----	:30	1	\$1,750.00	P-3	0.00 NM	1	\$1,750.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/29/12	11/04/12	--1----			1		\$1,750.00	0.00							
N 45	WKMG	11/01/12	11/01/12	M-F 11p News M-F 11p News	CM	11-1135p	---1---	:30	1	\$1,750.00	P-3	0.00 NM	1	\$1,750.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/29/12	11/04/12	---1---			1		\$1,750.00	0.00							
N 46	WKMG	11/02/12	11/02/12	M-F 11p News M-F 11p News	CM	11-1135p	----1--	:30	1	\$1,750.00	P-3	0.00 NM	1	\$1,750.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/29/12	11/04/12	----1--			1		\$1,750.00	0.00							
N 47	WKMG	10/30/12	10/30/12	Tue Prime 8p NCIS	CM	8-9p	-1-----	:30	1	\$10,000.00	P-3	0.00 NM	1	\$10,000.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/29/12	11/04/12	-1-----			1		\$10,000.00	0.00							
N 48	WKMG	10/31/12	10/31/12	Wed Prime 10p CSI	CM	10-11p	--1----	:30	1	\$8,000.00	P-3	0.00 NM	1	\$8,000.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/29/12	11/04/12	--1----			1		\$8,000.00	0.00							
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>						
		1	WKMG	10/29/12-11/04/12	Wed Prime 10p	10-11p	--W-----	:30	(\$8,000.00)	0.00	NM						
		See MG 48.2															
		[4 HRA]															
		2	WKMG	11/01/12-11/01/12	Thu Prime 10p	10-11p	---Th-----	:30	\$8,000.00	0.00	NM						
		Ⓜ MG for 48.1 10/31															
N 49	WKMG	11/02/12	11/02/12	Fri Prime 10p Blue Bloods	CM	10-11p	----1--	:30	1	\$7,000.00	P-3	0.00 NM	1	\$7,000.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/29/12	11/04/12	----1--			1		\$7,000.00	0.00							
N 50	WKMG	11/03/12	11/03/12	Sat 6p News Sat Local 6 News at 6p	CM	6-630p	-----1-	:30	1	\$550.00	P-3	0.00 NM	1	\$550.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/29/12	11/04/12	-----1-			1		\$550.00	0.00							
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>						
		1	WKMG	10/29/12-11/04/12	Sat 6p News	6-630p	-----Sa--	:30	(\$550.00)	0.00	NM						
		See MG 50.2															
		[Program not airing due to NCAA Football]															
		2	WKMG	10/30/12-11/02/12	Morn News at 530a	530-6a	-TWThF----	:30	\$550.00	0.00	NM						
		Ⓜ MG for 50.1 11/03															
N 51	WKMG	11/03/12	11/03/12	Sat Prime 10p 48 Hours Mystery	CM	10-11p	-----1-	:30	1	\$5,000.00	P-3	0.00 NM	1	\$5,000.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/29/12	11/04/12	-----1-			1		\$5,000.00	0.00							
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>						
		1	WKMG	10/29/12-11/04/12	Sat Prime 10p	10-11p	-----Sa--	:30	(\$5,000.00)	0.00	NM						
		See MG 51.2															
		[Program N/A as this is NCAA Football]															
		2	WKMG	11/02/12-11/02/12	Fri Prime 9p	9-10p	-----F----	:30	\$5,000.00	0.00	NM						
		Ⓜ MG for 51.1 11/03															
N 52	WKMG	11/03/12	11/03/12		CM	11-1135p	-----1-	:30	1	\$1,750.00	P-3	0.00 NM	1	\$1,750.00			

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				Sat 11p News												
				Sat 11p News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-----1-		1			\$1,750.00		0.00					
N 53	WKMG	11/03/12	11/03/12	Sat 1135p-1205a	CM	1135p-1205a	-----1-	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00	
				Inside Edition Wknd												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-----1-		1			\$700.00		0.00					
N 54	WKMG	11/04/12	11/04/12	CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00	
				CBS Sunday Morning												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-----1		1			\$1,800.00		0.00					
N 55	WKMG	11/04/12	11/04/12	Sun Prime 7-8p	CM	7-8p	-----1	:30	1	\$8,000.00	P-3	0.00	NM	1	\$8,000.00	
				Sun 7-8p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-----1		1			\$8,000.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>					
1	WKMG	10/29/12-11/04/12	Sun Prime 7-8p			7-8p	-----Su	:30	(\$8,000.00)	0.00	NM					
See MG 55.2																
[LUR]																
2	WKMG	11/04/12-11/04/12	Sun Prime 9-10p			9-10p	-----Su	:30	\$8,000.00	0.00	NM					
Ⓜ MG for 55.1 11/04																
N 56	WKMG	11/05/12	11/05/12	9-10a Rachael Ray	CM	9-10a	1-----	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00	
				Rachael Ray												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		11/05/12	11/11/12	1-----		1			\$300.00		0.00					
														Totals	56	\$81,750.00



WKMG

ORDER

Print Date 08/30/12 Page 1 of 7

Flight Dates 10/16/12-10/22/12

Contract / Revision

253718 /

AMERICAN CROSSROADS

Original Date / Revision

07/10/12 08/28/12

Agency Com 15%

Billing Contact

Advertiser POL/American Crossroads

66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Agency Crossroads Media, LLC

Buying Contact

Sales Office PHI

Sales Region NAT

Agency Ref

66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Primary Account Executive

Kristen Waskie

Account Executive Order% Start Date End Date

Kristen Waskie 100%

Order Sep 00:10:00

Estimate # 693

Alt Order # 06227453

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL-Issue

Priority P-3

Advertiser Ref

Order Share 100% Market Value 81750

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	61	\$69,487.50	\$81,750.00	0.00	10/01/12	10/22/12	61	\$69,487.50	\$81,750.00
Totals	61	\$69,487.50	\$81,750.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WKMG	10/22/12	10/22/12	Morn News at 5a Morn News at 5a	CM	5-530a	1-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----		1				\$350.00		0.00			
N 2	WKMG	10/16/12	10/16/12	Morn News at 5a Morn News at 5a	CM	5-530a	-1-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-1-----		1				\$350.00		0.00			
N 3	WKMG	10/17/12	10/17/12	Morn News at 5a Morn News at 5a	CM	5-530a	--1----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--1----		1				\$350.00		0.00			
N 4	WKMG	10/18/12	10/18/12	Morn News at 5a Morn News at 5a	CM	5-530a	---1---	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---1---		1				\$350.00		0.00			



WKMG

Print Date: 08/30/12

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Contract / Revision

253718

Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 07/10/12/ 08/28/12

Order Sep 00:10:00

Advertiser **POL/American Crossroads** Product **AMERICAN CROSSROADS** Estimate # **693**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 4	WKMG	10/18/12	10/18/12	Morn News at 5a Morn News at 5a	CM	5-530a	---1---	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---1---			1			\$350.00		0.00			
N 5	WKMG	10/19/12	10/19/12	Morn News at 5a Morn News at 5a	CM	5-530a	----1--	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----1--			1			\$350.00		0.00			
N 6	WKMG	10/22/12	10/22/12	Morn News at 530a Morn News at 530a	CM	530-6a	1-----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-----			1			\$500.00		0.00			
N 7	WKMG	10/16/12	10/16/12	Morn News at 530a Morn News at 530a	CM	530-6a	-1-----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-1-----			1			\$500.00		0.00			
N 8	WKMG	10/17/12	10/17/12	Morn News at 530a Morn News at 530a	CM	530-6a	--1----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--1----			1			\$500.00		0.00			
N 9	WKMG	10/18/12	10/18/12	Morn News at 530a Morn News at 530a	CM	530-6a	---1---	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---1---			1			\$500.00		0.00			
N 10	WKMG	10/19/12	10/19/12	Morn News at 530a Morn News at 530a	CM	530-6a	----1--	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----1--			1			\$500.00		0.00			
N 11	WKMG	10/22/12	10/22/12	Morn News at 6a Morn News at 6a	CM	6-7a	1-----	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-----			1			\$600.00		0.00			
N 12	WKMG	10/16/12	10/16/12	Morn News at 6a Morn News at 6a	CM	6-7a	-1-----	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-1-----			1			\$600.00		0.00			
N 13	WKMG	10/17/12	10/17/12	Morn News at 6a Morn News at 6a	CM	6-7a	--1----	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--1----			1			\$600.00		0.00			
N 14	WKMG	10/18/12	10/18/12	Morn News at 6a Morn News at 6a	CM	6-7a	---1---	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---1---			1			\$600.00		0.00			
N 15	WKMG	10/19/12	10/19/12	Morn News at 6a Morn News at 6a	CM	6-7a	----1--	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----1--			1			\$600.00		0.00			
N 16	WKMG	10/22/12	10/22/12	CBS This Morning The Early Show	CM	7-9a	1-----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-----			1			\$450.00		0.00			



WKMG

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253718

Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 07/10/12/ 08/28/12

Order Sep 00:10:00

Advertiser POL/American Crossroads Product AMERICAN CROSSROADS Estimate # 693

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 16	WKMG	10/22/12	10/22/12	CBS This Morning The Early Show	CM	7-9a	1-----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$450.00		0.00			
N 17	WKMG	10/16/12	10/16/12	CBS This Morning The Early Show	CM	7-9a	-1-----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-1-----					1	\$450.00		0.00			
N 18	WKMG	10/17/12	10/17/12	CBS This Morning The Early Show	CM	7-9a	--1----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--1----					1	\$450.00		0.00			
N 19	WKMG	10/18/12	10/18/12	CBS This Morning The Early Show	CM	7-9a	---1---	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---1---					1	\$450.00		0.00			
N 20	WKMG	10/19/12	10/19/12	CBS This Morning The Early Show	CM	7-9a	----1--	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----1--					1	\$450.00		0.00			
N 21	WKMG	10/22/12	10/22/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	1-----	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$600.00		0.00			
N 22	WKMG	10/16/12	10/16/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	-1-----	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-1-----					1	\$600.00		0.00			
N 23	WKMG	10/17/12	10/17/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	--1----	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--1----					1	\$600.00		0.00			
N 24	WKMG	10/18/12	10/18/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	---1---	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---1---					1	\$600.00		0.00			
N 25	WKMG	10/19/12	10/19/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	----1--	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----1--					1	\$600.00		0.00			
N 26	WKMG	10/22/12	10/22/12	News at 5p News at 5p	CM	5-530p	1-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$700.00		0.00			
N 27	WKMG	10/16/12	10/16/12	News at 5p News at 5p	CM	5-530p	-1-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-1-----					1	\$700.00		0.00			
N 28	WKMG	10/17/12	10/17/12	News at 5p News at 5p	CM	5-530p	--1----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--1----					1	\$700.00		0.00			



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Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 07/10/12/ 08/28/12

Order Sep 00:10:00

Advertiser **POL/American Crossroads** Product **AMERICAN CROSSROADS** Estimate # **693**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 28	WKMG	10/17/12	10/17/12	News at 5p News at 5p	CM	5-530p	--1----	:30	1	\$700.00	P-3	0.00 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--1----			1		\$700.00		0.00			
N 29	WKMG	10/18/12	10/18/12	News at 5p News at 5p	CM	5-530p	---1---	:30	1	\$700.00	P-3	0.00 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---1---			1		\$700.00		0.00			
N 30	WKMG	10/19/12	10/19/12	News at 5p News at 5p	CM	5-530p	----1--	:30	1	\$700.00	P-3	0.00 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----1--			1		\$700.00		0.00			
N 31	WKMG	10/22/12	10/22/12	News at 6p News at 6p	CM	6-630p	1-----	:30	1	\$800.00	P-3	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-----			1		\$800.00		0.00			
N 32	WKMG	10/16/12	10/16/12	News at 6p News at 6p	CM	6-630p	-1-----	:30	1	\$800.00	P-3	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-1-----			1		\$800.00		0.00			
N 33	WKMG	10/17/12	10/17/12	News at 6p News at 6p	CM	6-630p	--1----	:30	1	\$800.00	P-3	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--1----			1		\$800.00		0.00			
N 34	WKMG	10/18/12	10/18/12	News at 6p News at 6p	CM	6-630p	---1---	:30	1	\$800.00	P-3	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---1---			1		\$800.00		0.00			
N 35	WKMG	10/19/12	10/19/12	News at 6p News at 6p	CM	6-630p	----1--	:30	1	\$800.00	P-3	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----1--			1		\$800.00		0.00			
N 36	WKMG	10/16/12	10/16/12	CBS Evening News CBS Eve News	CM	630-7p	-1-----	:30	1	\$1,500.00	P-3	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-1-----			1		\$1,500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WKMG	10/15/12-10/21/12		CBS Evening News		630-7p	-T-----	:30		(\$1,500.00)		0.00 NM		
See MG 36.2														
[Oversold]														
2	WKMG	10/16/12-10/19/12		M-F 7:30-8p Inside Ed		730-8p	-TWThF----	:30		\$1,500.00		0.00 NM		
Ⓜ MG for 36.1 10/16														
N 37	WKMG	10/17/12	10/17/12	CBS Evening News CBS Eve News	CM	630-7p	--1----	:30	1	\$1,500.00	P-3	0.00 NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--1----			1		\$1,500.00		0.00			



WKMG

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Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 07/10/12/ 08/28/12

Order Sep 00:10:00

Advertiser **POL/American Crossroads** Product **AMERICAN CROSSROADS** Estimate # **693**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 37	WKMG	10/17/12	10/17/12	CBS Evening News CBS Eve News	CM	630-7p	--1----	:30	1	\$1,500.00	P-3	0.00 NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	--1----	1		\$1,500.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WKMG	10/15/12-10/21/12		CBS Evening News		630-7p	--W-----	:30		(\$1,500.00)		0.00 NM		
See MG 37.2,37.3 [Oversold]														
2	WKMG	10/16/12-10/19/12		Morn News at 6a		6-7a	-TWThF----	:30		\$750.00		0.00 NM		
Ⓜ MG for 37.1 10/17														
3	WKMG	10/16/12-10/19/12		Morn News at 6a		6-7a	-TWThF----	:30		\$750.00		0.00 NM		
Ⓜ MG for 37.1 10/17														
N 38	WKMG	10/18/12	10/18/12	CBS Evening News CBS Eve News	CM	630-7p	---1---	:30	1	\$1,500.00	P-3	0.00 NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	---1---	1		\$1,500.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WKMG	10/15/12-10/21/12		CBS Evening News		630-7p	---Th-----	:30		(\$1,500.00)		0.00 NM		
See MG 38.2,38.3 [Oversold]														
2	WKMG	10/16/12-10/19/12		M-F David Letterman		1136p-1238a	-TWThF----	:30		\$1,000.00		0.00 NM		
Ⓜ MG for 38.1 10/18														
3	WKMG	10/16/12-10/19/12		CBS This Morning		7-9a	-TWThF----	:30		\$500.00		0.00 NM		
Ⓜ MG for 38.1 10/18														
N 39	WKMG	10/19/12	10/19/12	CBS Evening News CBS Eve News	CM	630-7p	----1--	:30	1	\$1,500.00	P-3	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	----1--	1		\$1,500.00		0.00					
N 40	WKMG	10/22/12	10/22/12	News at 7p News at 7p	CM	7-7:30p	1-----	:30	1	\$1,000.00	P-3	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	1-----	1		\$1,000.00		0.00					
N 41	WKMG	10/16/12	10/16/12	News at 7p News at 7p	CM	7-7:30p	-1-----	:30	1	\$1,000.00	P-3	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-1-----	1		\$1,000.00		0.00					
N 42	WKMG	10/17/12	10/17/12	News at 7p News at 7p	CM	7-7:30p	--1----	:30	1	\$1,000.00	P-3	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	--1----	1		\$1,000.00		0.00					
N 43	WKMG	10/18/12	10/18/12	News at 7p News at 7p	CM	7-7:30p	---1---	:30	1	\$1,000.00	P-3	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	---1---	1		\$1,000.00		0.00					
N 44	WKMG	10/19/12	10/19/12	News at 7p News at 7p	CM	7-7:30p	----1--	:30	1	\$1,000.00	P-3	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	----1--	1		\$1,000.00		0.00					
N 45	WKMG	10/22/12	10/22/12	M-F 11p News M-F 11p News	CM	11-1135p	1-----	:30	1	\$1,750.00	P-3	0.00 NM	1	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					



WKMG

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Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 07/10/12/ 08/28/12

Order Sep 00:10:00

Advertiser **POL/American Crossroads** Product **AMERICAN CROSSROADS** Estimate # **693**

														Totals			
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount		
N 45	WKMG	10/22/12	10/22/12	M-F 11p News M-F 11p News	CM	11-1135p	1-----	:30	1	\$1,750.00	P-3	0.00	NM	1	\$1,750.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	1-----			1		\$1,750.00		0.00						
N 46	WKMG	10/16/12	10/16/12	M-F 11p News M-F 11p News	CM	11-1135p	-1-----	:30	1	\$1,750.00	P-3	0.00	NM	1	\$1,750.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-1-----			1		\$1,750.00		0.00						
N 47	WKMG	10/17/12	10/17/12	M-F 11p News M-F 11p News	CM	11-1135p	--1----	:30	1	\$1,750.00	P-3	0.00	NM	1	\$1,750.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--1----			1		\$1,750.00		0.00						
N 48	WKMG	10/18/12	10/18/12	M-F 11p News M-F 11p News	CM	11-1135p	---1---	:30	1	\$1,750.00	P-3	0.00	NM	1	\$1,750.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---1---			1		\$1,750.00		0.00						
N 49	WKMG	10/19/12	10/19/12	M-F 11p News M-F 11p News	CM	11-1135p	----1--	:30	1	\$1,750.00	P-3	0.00	NM	1	\$1,750.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----1--			1		\$1,750.00		0.00						
N 50	WKMG	10/16/12	10/16/12	Tue Prime 8p NCIS	CM	8-9p	-1-----	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-1-----			1		\$10,000.00		0.00						
N 51	WKMG	10/17/12	10/17/12	Wed Prime 10p CSI	CM	10-11p	--1----	:30	1	\$8,000.00	P-3	0.00	NM	1	\$8,000.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--1----			1		\$8,000.00		0.00						
N 52	WKMG	10/19/12	10/19/12	Fri Prime 10p Blue Bloods	CM	10-11p	----1--	:30	1	\$7,000.00	P-3	0.00	NM	1	\$7,000.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----1--			1		\$7,000.00		0.00						
N 53	WKMG	10/20/12	10/20/12	7-9a CBS This Morn Sat 7-9a Sat Early Show	CM	7-9a	-----1-	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----1-			1		\$500.00		0.00						
N 54	WKMG	10/20/12	10/20/12	Sat 6p News Sat Local 6 News at 6p	CM	6-630p	-----1-	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----1-			1		\$550.00		0.00						
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>				
		1	WKMG	10/15/12-10/21/12	Sat 6p News	6-630p	-----Sa--	:30		(\$550.00)		0.00	NM				
		See MG 54.2															
		[No Saturday News]															
		2	WKMG	10/16/12-10/19/12	Morn News at 6a	6-7a	-TWThF----	:30		\$550.00		0.00	NM				
		Ⓜ MG for 54.1 10/20															
N 55	WKMG	10/20/12	10/20/12	Sat Prime 10p 48 Hours Mystery	CM	10-11p	-----1-	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----1-			1		\$5,000.00		0.00						
N 56	WKMG	10/20/12	10/20/12		CM	1135p-1205a	-----1-	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00		

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				Sat 1135p-1205a												
				Inside Edition Wknd												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----1-			1		\$700.00		0.00					
N 57	WKMG	10/21/12	10/21/12	CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00	
				CBS Sunday Morning												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----1			1		\$1,800.00		0.00					
N 58	WKMG	10/21/12	10/21/12	Sun 630p News	CM	630-7p	-----1	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00	
				No Show/NFL gm2												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----1			1		\$450.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>				<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	WKMG	10/15/12-10/21/12	Sun 630p News				630-7p	-----Su	:30	(\$450.00)		0.00	NM			
See MG 58.2																
[Program not airing due to NFL]																
2	WKMG	10/16/12-10/19/12	Morn News at 530a				530-6a	-TWThF----	:30	\$450.00		0.00	NM			
(M) MG for 58.1 10/21																
N 59	WKMG	10/21/12	10/21/12	Sun Prime 7-8p	CM	7-8p	-----1	:30	1	\$8,000.00	P-3	0.00	NM	1	\$8,000.00	
				Sun 7-8p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----1			1		\$8,000.00		0.00					
														Totals	61	\$81,750.00



WKMG

ORDER

Flight Dates 09/04/12-09/14/12

Contract / Revision 253655 /

Original Date / Revision
07/09/12 08/28/12

Advertiser POL/American Crossroads

Agency Crossroads Media, LLC

Buying Contact

66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Product
CROSSROADS GPS

Agency Com 15%

Billing Contact

66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 690

Alt Order # 06226945

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes AGY POL ISSUE

Product Codes PL-Issue

Priority P-3

Advertiser Ref

Order Share 100% Market Value 59350

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	61	\$50,447.50	\$59,350.00	0.00
Totals	61	\$50,447.50	\$59,350.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/14/12	61	\$50,447.50	\$59,350.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKMG	09/10/12	09/10/12	Morn News at 5a Morn News at 5a	CM	5-530a	1-----	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	1-----		1				\$300.00		0.00			
N 2	WKMG	09/14/12	09/14/12	Morn News at 5a Morn News at 5a	CM	5-530a	----F--	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----F--		1				\$300.00		0.00			
N 3	WKMG	09/06/12	09/06/12	Morn News at 5a Morn News at 5a	CM	5-530a	---1---	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---1---		1				\$300.00		0.00			
N 4	WKMG	09/05/12	09/05/12	Morn News at 530a Morn News at 530a	CM	530-6a	--1----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



WKMG

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Order Sep 00:15:00

Advertiser **POL/American Crossroads** Product **CROSSROADS GPS**

Estimate # **690**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 4	WKMG	09/05/12	09/05/12	Morn News at 530a Morn News at 530a	CM	530-6a	--1----	:30	1	\$400.00	P-3	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	--1----					1	\$400.00		0.00		
N 5	WKMG	09/07/12	09/07/12	Morn News at 530a Morn News at 530a	CM	530-6a	----1--	:30	1	\$400.00	P-3	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	----1--					1	\$400.00		0.00		
N 6	WKMG	09/11/12	09/11/12	Morn News at 530a Morn News at 530a	CM	530-6a	-1-----	:30	1	\$400.00	P-3	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	-1-----					1	\$400.00		0.00		
N 7	WKMG	09/13/12	09/13/12	Morn News at 530a Morn News at 530a	CM	530-6a	---1---	:30	1	\$400.00	P-3	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	---1---					1	\$400.00		0.00		
N 8	WKMG	09/10/12	09/10/12	Morn News at 6a Morn News at 6a	CM	6-7a	1-----	:30	1	\$500.00	P-3	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	1-----					1	\$500.00		0.00		
N 9	WKMG	09/14/12	09/14/12	Morn News at 6a Morn News at 6a	CM	6-7a	----F--	:30	1	\$500.00	P-3	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	----F--					1	\$500.00		0.00		
N 10	WKMG	09/06/12	09/06/12	Morn News at 6a Morn News at 6a	CM	6-7a	---1---	:30	1	\$500.00	P-3	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	---1---					1	\$500.00		0.00		
N 11	WKMG	09/12/12	09/12/12	Morn News at 6a Morn News at 6a	CM	6-7a	--1----	:30	1	\$500.00	P-3	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	--1----					1	\$500.00		0.00		
N 12	WKMG	09/10/12	09/10/12	CBS This Morning The Early Show	CM	7-9a	1-----	:30	1	\$400.00	P-3	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	1-----					1	\$400.00		0.00		
N 13	WKMG	09/14/12	09/14/12	CBS This Morning The Early Show	CM	7-9a	----F--	:30	1	\$400.00	P-3	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	----F--					1	\$400.00		0.00		
N 14	WKMG	09/05/12	09/05/12	CBS This Morning The Early Show	CM	7-9a	--1----	:30	1	\$400.00	P-3	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	--1----					1	\$400.00		0.00		
N 15	WKMG	09/06/12	09/06/12	CBS This Morning The Early Show	CM	7-9a	---1---	:30	1	\$400.00	P-3	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	---1---					1	\$400.00		0.00		
N 16	WKMG	09/07/12	09/07/12	CBS This Morning The Early Show	CM	7-9a	----1--	:30	1	\$400.00	P-3	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	----1--					1	\$400.00		0.00		



WKMG

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Flight Dates 09/04/12-09/14/12

Hiatus Dates

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Order Sep 00:15:00

Advertiser **POL/American Crossroads** Product **CROSSROADS GPS**

Estimate # **690**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 16	WKMG	09/07/12	09/07/12	CBS This Morning The Early Show	CM	7-9a	----1--	:30	1	\$400.00	P-3	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----1--			1		\$400.00		0.00			
N 17	WKMG	09/11/12	09/11/12	CBS This Morning The Early Show	CM	7-9a	-1-----	:30	1	\$400.00	P-3	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-1-----			1		\$400.00		0.00			
N 18	WKMG	09/12/12	09/12/12	CBS This Morning The Early Show	CM	7-9a	--1----	:30	1	\$400.00	P-3	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--1----			1		\$400.00		0.00			
N 19	WKMG	09/13/12	09/13/12	CBS This Morning The Early Show	CM	7-9a	---1---	:30	1	\$400.00	P-3	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---1---			1		\$400.00		0.00			
N 20	WKMG	09/07/12	09/07/12	11-12p Price Is Right Price Is Right	CM	11a-12p	----1--	:30	1	\$650.00	P-3	0.00 NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----1--			1		\$650.00		0.00			
N 21	WKMG	09/11/12	09/11/12	11-12p Price Is Right Price Is Right	CM	11a-12p	-1-----	:30	1	\$650.00	P-3	0.00 NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-1-----			1		\$650.00		0.00			
N 22	WKMG	09/13/12	09/13/12	11-12p Price Is Right Price Is Right	CM	11a-12p	---1---	:30	1	\$650.00	P-3	0.00 NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---1---			1		\$650.00		0.00			
N 23	WKMG	09/10/12	09/10/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	1-----	:30	1	\$650.00	P-3	0.00 NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	1-----			1		\$650.00		0.00			
N 24	WKMG	09/14/12	09/14/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	----F--	:30	1	\$650.00	P-3	0.00 NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--			1		\$650.00		0.00			
N 25	WKMG	09/06/12	09/06/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	---1---	:30	1	\$650.00	P-3	0.00 NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---1---			1		\$650.00		0.00			
N 26	WKMG	09/12/12	09/12/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	--1----	:30	1	\$650.00	P-3	0.00 NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--1----			1		\$650.00		0.00			
N 27	WKMG	09/10/12	09/10/12	News at 5p News at 5p	CM	5-530p	1-----	:30	1	\$700.00	P-3	0.00 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	1-----			1		\$700.00		0.00			
N 28	WKMG	09/14/12	09/14/12	News at 5p News at 5p	CM	5-530p	----F--	:30	1	\$700.00	P-3	0.00 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			



WKMG

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Order Sep 00:15:00

Advertiser **POL/American Crossroads** Product **CROSSROADS GPS**

Estimate # **690**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N28	WKMG	09/14/12	09/14/12	News at 5p News at 5p	CM	5-530p	----F--	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----F--					1	\$700.00		0.00			
N29	WKMG	09/06/12	09/06/12	News at 5p News at 5p	CM	5-530p	---1---	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---1---					1	\$700.00		0.00			
N30	WKMG	09/12/12	09/12/12	News at 5p News at 5p	CM	5-530p	--1----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--1----					1	\$700.00		0.00			
N31	WKMG	09/10/12	09/10/12	News at 6p News at 6p	CM	6-630p	1-----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	1-----					1	\$900.00		0.00			
N32	WKMG	09/14/12	09/14/12	News at 6p News at 6p	CM	6-630p	----F--	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----F--					1	\$900.00		0.00			
N33	WKMG	09/06/12	09/06/12	News at 6p News at 6p	CM	6-630p	---1---	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---1---					1	\$900.00		0.00			
N34	WKMG	09/12/12	09/12/12	News at 6p News at 6p	CM	6-630p	--1----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--1----					1	\$900.00		0.00			
N35	WKMG	09/10/12	09/10/12	CBS Evening News CBS Eve News	CM	630-7p	1-----	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	1-----					1	\$1,500.00		0.00			
N36	WKMG	09/14/12	09/14/12	CBS Evening News CBS Eve News	CM	630-7p	----F--	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----F--					1	\$1,500.00		0.00			
N37	WKMG	09/05/12	09/05/12	CBS Evening News CBS Eve News	CM	630-7p	--1----	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--1----					1	\$1,500.00		0.00			
N38	WKMG	09/06/12	09/06/12	CBS Evening News CBS Eve News	CM	630-7p	---1---	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---1---					1	\$1,500.00		0.00			
N39	WKMG	09/07/12	09/07/12	CBS Evening News CBS Eve News	CM	630-7p	----1--	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----1--					1	\$1,500.00		0.00			
N40	WKMG	09/11/12	09/11/12	CBS Evening News CBS Eve News	CM	630-7p	-1-----	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-1-----					1	\$1,500.00		0.00			



WKMG

Print Date: 08/30/12

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Contract / Revision **253655** Flight Dates **09/04/12-09/14/12**

Hiatus Dates

Original Date / Revision 07/09/12/ 08/28/12

Order Sep 00:15:00

Advertiser **POL/American Crossroads** Product **CROSSROADS GPS**

Estimate # **690**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 40	WKMG	09/11/12	09/11/12	CBS Evening News CBS Eve News	CM	630-7p	-1-----	:30	1	\$1,500.00	P-3	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	-1-----					1	\$1,500.00		0.00		
N 41	WKMG	09/12/12	09/12/12	CBS Evening News CBS Eve News	CM	630-7p	--1----	:30	1	\$1,500.00	P-3	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	--1----					1	\$1,500.00		0.00		
N 42	WKMG	09/13/12	09/13/12	CBS Evening News CBS Eve News	CM	630-7p	---1---	:30	1	\$1,500.00	P-3	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	---1---					1	\$1,500.00		0.00		
N 43	WKMG	09/10/12	09/10/12	News at 7p News at 7p	CM	7-7:30p	1-----	:30	1	\$1,000.00	P-3	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	1-----					1	\$1,000.00		0.00		
N 44	WKMG	09/14/12	09/14/12	News at 7p News at 7p	CM	7-7:30p	----F--	:30	1	\$1,000.00	P-3	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	----F--					1	\$1,000.00		0.00		
N 45	WKMG	09/06/12	09/06/12	News at 7p News at 7p	CM	7-7:30p	---1---	:30	1	\$1,000.00	P-3	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	---1---					1	\$1,000.00		0.00		
N 46	WKMG	09/12/12	09/12/12	News at 7p News at 7p	CM	7-7:30p	--1----	:30	1	\$1,000.00	P-3	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	--1----					1	\$1,000.00		0.00		
N 47	WKMG	09/10/12	09/10/12	M-F 11p News M-F 11p News	CM	11-1135p	1-----	:30	1	\$1,800.00	P-3	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	1-----					1	\$1,800.00		0.00		
N 48	WKMG	09/14/12	09/14/12	M-F 11p News M-F 11p News	CM	11-1135p	----F--	:30	1	\$1,800.00	P-3	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	----F--					1	\$1,800.00		0.00		
N 49	WKMG	09/05/12	09/05/12	M-F 11p News M-F 11p News	CM	11-1135p	--1----	:30	1	\$1,800.00	P-3	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	--1----					1	\$1,800.00		0.00		
N 50	WKMG	09/06/12	09/06/12	M-F 11p News M-F 11p News	CM	11-1135p	---1---	:30	1	\$1,800.00	P-3	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	---1---					1	\$1,800.00		0.00		
N 51	WKMG	09/07/12	09/07/12	M-F 11p News M-F 11p News	CM	11-1135p	----1--	:30	1	\$1,800.00	P-3	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	----1--					1	\$1,800.00		0.00		
N 52	WKMG	09/11/12	09/11/12	M-F 11p News M-F 11p News	CM	11-1135p	-1-----	:30	1	\$1,800.00	P-3	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	-1-----					1	\$1,800.00		0.00		



WKMG

Print Date: 08/30/12

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Contract / Revision

253655

Flight Dates 09/04/12-09/14/12

Hiatus Dates

Original Date / Revision 07/09/12/ 08/28/12

Order Sep 00:15:00

Advertiser **POL/American Crossroads** Product **CROSSROADS GPS**

Estimate # 690

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 52	WKMG	09/11/12	09/11/12	M-F 11p News M-F 11p News	CM	11-1135p	-1-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-1-----					1	\$1,800.00		0.00			
N 53	WKMG	09/12/12	09/12/12	M-F 11p News M-F 11p News	CM	11-1135p	--1----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--1----					1	\$1,800.00		0.00			
N 54	WKMG	09/13/12	09/13/12	M-F 11p News M-F 11p News	CM	11-1135p	---1---	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---1---					1	\$1,800.00		0.00			
N 55	WKMG	09/07/12	09/07/12	M-F David Letterman David Letterman	CM	1136p-1238a	----1--	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----1--					1	\$700.00		0.00			
N 56	WKMG	09/13/12	09/13/12	M-F David Letterman David Letterman	CM	1136p-1238a	---1---	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---1---					1	\$700.00		0.00			
N 57	WKMG	09/08/12	09/08/12	7-9a CBS This Morn Sa 7-9a Sat Early Show	CM	7-9a	-----1-	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----1-					1	\$350.00		0.00			
N 58	WKMG	09/08/12	09/08/12	Sat 6p News Sat Local 6 News at 6p	CM	6-630p	-----1-	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----1-					1	\$450.00		0.00			
N 59	WKMG	09/08/12	09/08/12	Sat 11p News Sat 11p News	CM	11-1135p	-----1-	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----1-					1	\$1,800.00		0.00			
N 60	WKMG	09/09/12	09/09/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,300.00	P-3	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----1					1	\$1,300.00		0.00			
N 61	WKMG	09/09/12	09/09/12	Sun Prime 7-8p Sun 7-8p	CM	7-8p	-----1	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----1					1	\$5,000.00		0.00			
Totals														61	\$59,350.00